

PAUL J. HOWARD'S

CALIFORNIA FLOWERLAND

Roses
1955



QUEEN ELIZABETH
ROSE

• (Pat. No. 1259)

1955 All-America Winner
• New Grandiflora Type.

Paul J. Howard's **BUSH ROSES**

Paul J. Howard's is in a unique position to present to you just the finest of rose varieties. Available to us are the creations of all the rose hybridizers in America and Europe. As a pioneer in the Nursery and Landscape business in Southern California, the Paul J. Howard organization's knowledge and experience in rose growing assures you that at California Flowerland, you will get just the recommended varieties for your location. Our heavy, well-branched plants, with vigorous root systems, promise you loads of blooms this Spring.

MAIL ORDERS

DORMANT, BARE-ROOT, BUSH AND CLIMBING ROSES will be shipped PREPAID anywhere in the United States. Orders are filled in rotation, beginning January 1. If Roses are wanted for planting after March 15, please specify, and we will keep your order in cold storage until planting time.

The Bush and Climbing Roses listed are available bare root in our sales yard from January 1 to March 15.

DISCOUNT ON QUANTITY ORDERS

Orders for 3 or more of one variety, or 10 or more assorted varieties, deduct 10%. FREE DELIVERY of Rose orders for \$5.00 or more, in metropolitan area of Los Angeles. All others, please add 50c to each order, to cover packing costs. We prepay postage. California orders, please add 3% sales tax. Los Angeles orders, add 4% sales tax.

ESTABLISHED ROSES for planting throughout the year, and when dormant Roses are not available (April to December), are planted in especially prepared soil, in 5-gallon tins. These superior large bushes may be selected and planted out in full bloom. Because of weight and bulk, Established Roses are practical only for local truck delivery, or "Cash and Carry."

BUSH ROSES, established in 5-gallon tins, \$1.00 more than Bare Root prices.

ALL CLIMBING ROSES, established in 5-gallon tins, staked, each \$3.50.

All-America Bush Roses for 1955

QUEEN ELIZABETH

1955 All-America Winner

(Pat. No. 1259)

A lovely new rose in the Grandiflora class, combining the beauty, size and lasting qualities of the Hybrid Tea roses with the freedom of bloom of the Floribundas. The broad petalled buds and blooms of soft carmine rose blended with dawn pink, are delightfully fragrant and borne singly and in clusters on long, strong stems, nearly thornless. Foliage is exceptionally disease-resistant and covers the tall vigorous plants almost to the ground. Queen Elizabeth is a wonderful garden rose, and equally fine as a cut flower. Shown in color on front cover. \$3.00

TIFFANY

1955 All-America Winner

(Pat. No. 1304)

Prize winning Hybrid Tea Rose of exceptional beauty and outstanding quality. The long pointed buds are deep pink with golden yellow shading at base of petals, and open to perfectly formed double roses with petals of heavy texture, rich phlox-pink in color. The flowers are intensely fragrant, long lasting, and are produced singly on long, strong stems. Plant grows 3 to 4 ft. high, vigorous, with handsome deep green foliage. Shown in color on back cover. \$3.00

CHARLIE McCARTHY

(Patent Applied For)

A lovely novelty, and one of the most charming little roses. The plants are dwarf and bushy, globular in shape and not more than 18 inches high, with sparkling shiny bright green foliage, and resemble neatly clipped boxwood. Miniature creamy white buds and pure white roses completely cover the plants from spring until fall. Plant Charlie McCarthy as a low hedge around your rose beds, or use it for massing, and in pots for patio decoration. (Shown at left.) \$2.00



PAUL J. HOWARD'S
California Flowerland

**11700 National Blvd.,
Los Angeles 64, California**



PAUL J. HOWARD'S FAMED CALIFORNIA ROSES

lining our driveway, bloom from April until they are pruned for the next season's growth, in winter. Each plant produces hundreds of huge double roses, glowing ruddy orange in color.

California Flowerland Bush Roses

BUCCANEER. (Pat. No. 1119) Brilliant, unfading yellow buds open to cup-shaped flowers of about 30 petals, fragrant and long lasting. Of the new Grandiflora class, the plant is very tall and vigorous, with handsome healthy foliage and blooms constantly to late fall. **\$2.75**

CALIFORNIA. (Pat. No. 449) The sensational coppery orange rose bordering our driveway. Each massive bush produces hundreds of big roses each season. Buds are vivid orange, foliage bronze green. Most outstanding of the orange-toned roses, particularly fine in coastal areas. **\$2.00**

CALIFORNIA CENTENNIAL. (Pat. No. 953) One of the outstanding dark red roses, originated by the late Fred Howard. Long spiral buds and large double blooms of lovely form are glowing crimson, intensely fragrant, on long strong stems. Vigorous, unusually free flowering. **\$2.00**

CAPISTRANO. Price **\$2.00.** See page 4 for description and color-plate.

CHARLOTTE ARMSTRONG. (Pat. No. 455) AARS—1941. Long carmine red buds open to big salmon-cerise roses of about 30 petals, on long stems. Plant grows tall and vigorous, with dark leathery leaves, nearly always in bloom. The brilliant color, fine form and fragrance make this rose one of the best. **\$2.25**

CHRISTOPHER STONE. Glowing scarlet crimson with deep velvety sheen and large clusters of golden stamens; heavy stems, popular everywhere. **\$1.35**

CHRYSLER IMPERIAL. Price **\$2.50.** Shown in color on page 4 with description.

DAINTY BESS. Popular single light pink flowers with red stamens. Tall vigorous plant, excellent for massing. **\$1.35**

DAMON RUNYON. Price **\$2.50.** See page 9 for description and color reproduction.

ENA HARKNESS. One of the most satisfactory red roses, with the vivid coloring of poinsettias. Beautiful long buds open to high centered roses with broad petals; long stemmed, fragrant. Strong upright bush blooms continuously. **\$1.50**

ETOILE DE HOLLANDE. One of the very best red roses. Dark red buds and glowing crimson blooms of delightful fragrance. Vigorous bush of medium size, fine foliage. **\$1.35**

FIESTA. (Pat. No. 389) Unique among roses, the double blooms of vermilion red striped and flecked bright yellow. Low, spreading plant, needs ample water and fertilizer for finest flowers. **\$2.25**

FORTY-NINER. Price **\$2.50.** See page 5 for color plate and description.

FRAU KARL DRUSCHKI. Still one of the best white roses, with long pointed buds and waxy white blooms. Strong tall bush, thrives in all sections. **\$1.35.**

FRED HOWARD. (Pat. No. 1006) AARS—1952. This glorious yellow rose was one of the last developed by the late Fred Howard, and was named for him. Plants grow to 4 ft. high, rugged and bushy, with lustrous dark green foliage. Long yellow buds are pencilled pink at the tips; the large graceful blooms, with 50 to 60 petals, are deep golden yellow, darker at the center, and suffused with pink at the edges. Cool weather in fall intensifies the yellow tone. The rich coloring, and fragrance, lasting qualities and heavy long stems combine to make **Fred Howard** the ideal yellow rose for the garden and cut flowers, from early spring to late fall. **\$2.50** (See page 8 for illustration in color.)

(Continued on page 6)

California Flowerland Bush Roses



CHRYSLER IMPERIAL
\$2.50
Tree Rose \$5.00



MOJAVE \$2.75

CHRYSLER IMPERIAL—AARS-1953

Pat. No. 1167. Long tapering buds of velvety maroon unfurl to beautiful high centered roses of lovely form, on sturdy stems of medium length. The open flowers are vivid crimson red in tone, average 4½ to 5 inches across, with 40 to 50 petals, and are long lasting. Bush is of medium height, compact and symmetrical, with healthy dark green foliage. \$2.50

CAPISTRANO
\$2.00



CAPISTRANO—AARS-1950

Pat. No. 922. Long stemmed buds and big blooms of glowing rose pink that does not fade or change, delightfully fragrant. Blooms constantly. \$2.00

SUTTER'S GOLD—AARS-1950

Pat. No. 885. An outstanding yellow rose with beautiful long buds shaded coppery red, opening to big fragrant blossoms of deep yellow, shaded and veined coppery red. Tall vigorous plant with healthy glossy foliage, always in bloom. \$2.25

SUTTER'S GOLD
Bush Rose \$2.25 Climber \$2.75



for 1955

MOJAVE—AARS-1954

(See opposite page)

Pat No. 1176. The most brilliant orange colored rose yet introduced — glowing orange with tones of flame scarlet and vermillion, like a desert sunset. Long stemmed buds open to large, broad-petalled roses of pleasing fragrance. Bush is tall, vigorous, and produces a continuous spectacular display in the garden. \$2.75



HELEN TRAUBEL
\$2.50

HELEN TRAUBEL—AARS-1952

Pat. No. 1028. This beautiful pink rose varies in tone from soft pink to luminous apricot and rose. The long pointed buds and big, broad-petalled roses are long lasting, richly fragrant. Plants are vigorous, with heavy deep green foliage, and bloom freely. \$2.50

FORTY-NINER—AARS-1949

Pat. No. 792. One of the most brilliant and showy, the outside of the petals chrome yellow, inside oriental to cherry red, of lovely form and fragrance. Vigorous plant with handsome foliage and few thorns. \$2.50



PEACE—AARS-1946

Pat. No. 591. Peace is unique in beauty and popularity, one of the finest roses ever developed. Rich yellow buds open to soft yellow blooms of immense size, each petal edged cerise pink. Roses are high centered, very double, with large petals of heavy substance, and borne on strong stems. They last for many days when cut. Plants are exceptionally vigorous, with shiny, almost holly-like foliage, and bloom constantly. \$2.50

PEACE — \$2.50
Tree Rose \$5.00
Climber \$2.50



FORTY-NINER
Bush Rose \$2.50
Climber \$2.50
Tree Rose \$5.00



DISPLAY BED OF PAUL J. HOWARD'S LOVELY SLEIGH BELLS ROSES
In Exposition Park, Los Angeles

PAUL J. HOWARD'S BUSH ROSES—Continued

FRED EDMUNDS. (Pat. No. 731) AARS—1944. Burnt orange buds, very large cup-shaped roses with 25 to 30 petals, vivid coppery orange, intensely fragrant. Bush is of medium height, heavy shiny foliage. **\$2.00**

GOLDEN HOUR. (Pat. No. 1009) One of the famous Paul J. Howard roses, the scion of Los Angeles and California. Buds and blooms are of lovely graceful form, very double and sweetly fragrant, on exceptionally long stems with few thorns. Golden Hour is rich golden orange, with reverse side of petals washed with glowing orange. In cool weather and in fall, the tone is even richer and deeper. Bushy, well branched plants are of medium height, with leathery foliage, and bloom constantly until late fall. **\$2.00** (See page 9 for illustration in color.)

GRANDE DUCHESSE CHARLOTTE. (Pat. No. 774) Long stemmed buds and double roses of rich Morocco red, changing to coral, with fruity fragrance; tall, vigorous bush. **\$2.00**

HEART'S DESIRE. (Pat. No. 501) AARS—1940. The rich deep red, non-fading, and true rose fragrance of this beautiful rose is not surpassed by any of the newer roses. Vigorous tall bush with luxuriant deep green foliage, nearly always in bloom. **\$1.75** (See color illustration on page 8.)

HEDDA HOPPER. (Pat. No. 1047) An exquisite light pink rose with golden overtones, long lasting when cut. Long buds open to full centered, beautifully formed roses with wavy petals and sweet fragrance. Sturdy bush with coppery foliage. **\$2.00** (See page 9 for color plate.)

HELEN TRAUBEL. Price **\$2.50.** Shown in color on page 5, with description.

HENRY FORD. (Pat. No. 1218) This new Howard rose, the result of a cross between The Doctor and Pink Dawn, has long spiral buds and beautiful double, broad-petalled blooms of clear peach pink, intensely fragrant. The rugged bushes are free flowering, with heavy foliage. We consider this one of the finest pink roses. **\$2.50** (See color illustration on page 8.)

LA JOLLA. (Pat. No. 1103) Lovely buds and blooms of soft lilac pink, varying to cream and gold at the center; petals are broad and wavy. Plant is upright, vigorous and bushy, with glossy foliage; blooms freely. **\$3.00**

LOWELL THOMAS. (Pat. No. 595) AARS—1944. Tightly furled golden yellow buds, large graceful canary yellow blooms with tea fragrance; plant thrives everywhere. **\$2.00**

MARK SULLIVAN. (Pat. No. 599) A spectacular multicolor rose that thrives best in partial shade. Buds and large double blooms of rich gold, veined and shaded deep rose pink and cerise; bush is tall. **\$1.75**

MISSION BELLS. (Pat. No. 923) AARS—1950. Deep glowing salmon buds; roses are full centered and 5 inches across when fully open, brilliant shrimp pink. Unusually free flowering and vigorous. **\$2.00**

MOJAVE. Price **\$2.75.** Illustrated in color on page 4, with description on page 5.

MME. HENRI GUILLOT. (Pat. No. 664) One of the most richly colored roses; long buds and large open fragrant flowers of reddish orange to raspberry rose, on long strong stems. Big bushy plant with handsome foliage. **\$2.00**

OLIVE PERCIVAL. (Pat. No. 944) This Paul J. Howard rose belongs in every rose garden. We have had more words of praise from customers for Olive Percival than for any other rose in our list,—for its exquisite buds, lovely coral red color, and above all, for its strong healthy growth and great profusion of buds and blooms throughout the year. Olive Percival has lovely long slender buds of vivid cherry red, flushed gold at the base of petals. The graceful semi-double flowers, with thick heavy petals, on long strong stems, open slowly and are long lasting, ideal for cutting. Olive Percival has the honor of having been chosen as the "National Teachers' Rose" and was planted in the Rose Garden at the White House, in the spring of 1954. **\$2.00** (See page 8 for color illustration.)

MRS. E. P. THOM. An old favorite,—buds and blooms of deep yellow; dark glossy foliage; blooms constantly. **\$1.35**

PEACE. Price **\$2.50.** See color reproduction and description on page 5.

PICTURE. Beautifully formed buds and roses of soft salmon pink; nearly everblooming. **\$1.50**

PRESIDENT HERBERT HOOVER. Beautiful long buds of brick red, large double fragrant roses, a blend of scarlet, pink and orange yellow, on very long, strong stems. Tall vigorous bush, blooms continuously. Still one of the most popular roses. **\$1.35**

QUEEN ELIZABETH. Price **\$3.00.** Shown in color on front cover; description on page 2.

REMEMBRANCE. (Pat. No. 1145) A very double rose of exquisite beauty and delicate coloring. Petals are pale creamy yellow, deeper at center, each one edged with soft rose pink. **\$2.00**

SAN FERNANDO. (Pat. No. 785) AARS—1948. Perfectly formed long buds, long lasting double roses of unfading currant red, spicily fragrant. Foliage is leathery deep green, disease resistant; bushy plant of medium size. **\$1.75**

SANTA ANITA. (Pat. No. 539) Long graceful buds and beautiful blooms of deep rose pink, on long, nearly thornless stems; richly fragrant; tall plant, deep green foliage. **\$1.50**

SLEIGH BELLS. (Pat. No. 1004) Paul J. Howard's lovely white rose has become America's favorite. The large ovoid buds are borne singly on very long, strong stems, and open gradually into fragrant blooms of great size, with 40 or more broad petals of heavy substance, and are lovely in all stages. A trace of lemon yellow at base of petals, and at certain seasons, a tinge of pink, add life to the flower. The tall, vigorous bushes are clothed with thick leathery foliage that is exceptionally disease resistant. Sleigh Bells thrives in all areas, and blooms continuously until late fall; grand for garden display and ideal for cutting. **\$2.00** (See page 9 for illustration.)

SUN VALLEY. (Pat. No. 1135) A brilliant new golden yellow rose best described as Guinea Gold, with 24 to 30 petals, delicately fragrant, on long stems. Plant is tall, vigorous, with shiny green foliage. **\$2.50**

SUSAN LOUISE. One of the finest pink roses in cultivation. Long slender buds and semi-double, large petalled fragrant roses of the Belle of Portugal type, on long stems. Tall bush is very vigorous, constantly in bloom. **\$2.00**

SUTTER'S GOLD. (Pat. No. 885) AARS—1950. An outstanding yellow rose with beautiful long buds shaded coppery red, opening to big fragrant blossoms of deep yellow, shaded and veined coppery red. Tall vigorous plant with healthy glossy foliage, always in bloom. **\$2.25** (See page 4 for color illustration.)

SUZON LOTTHE. (Pat. No. 934) A marvelous new pastel pink rose, by the originator of "Peace." Long buds and big double blossoms are soft pearl pink, shaded peach pink at center, richly fragrant, and borne on strong stems. Plants grow 2 to 2½ ft. tall, with bright green foliage; thrive in all areas. **\$2.00**

SYMPHONIE. (Pat. No. 958) Another lovely French rose from the same rosarian. Very large double cup-shaped roses with petals heavily ruffled and veined. The color varies from deep rose pink to carmine, fragrance is fruity. Vigorous, sturdy bush with shiny deep green leaves. **\$2.00**

TALISMAN. An old favorite with lovely buds and roses of rose and gold; blooms constantly. **\$1.35**

TEXAS CENTENNIAL. (Pat. No. 162) Long brick red buds and huge rosy carmine roses of rich fragrance, on very long strong stems. One of the most vigorous of all, blooms continuously. **\$1.50**

THE DOCTOR. Immense, perfectly formed, fragrant double roses of silvery pink, on strong stems. **\$1.35**

TIFFANY. Price **\$3.00.** See colored plate on back cover. Description on page 2.

TOM BRENEMAN. (Pat. No. 986) A grand rose of great beauty and vigor. The long buds of coral rose open to big double roses resembling the famous American Beauty, in rich deep rose color and intense fragrance, and are borne on tall, strong stems. Long lasting when cut; bush blooms constantly, exceptionally fine in fall. **\$2.00** (See page 8 for color illustration.)

WILL ROGERS. Darkest red of all, thrives best inland, richly fragrant. **\$1.50**

Howard Favorite Rose Collection

Six Roses for your garden you cannot beat, for the outstanding colors and all-around performance of each.

SLEIGH BELLS—white	\$2.00
DAMON RUNYON—red	2.50
GOLDEN HOUR—deep yellow	2.00
HENRY FORD—pink	2.50
FRED HOWARD—yellow	2.50
OLIVE PERCIVAL—coral	2.00
	\$13.50

**HOWARD
COLLECTION
of
ALL SIX**

for \$11.50

Famous Ho

TOM BRENEMAN—\$2.00
Climber \$2.00
(See page 6)



Tree Rose \$5.00 HEART'S DESIRE
Bush Rose \$1.75 Climber \$1.75

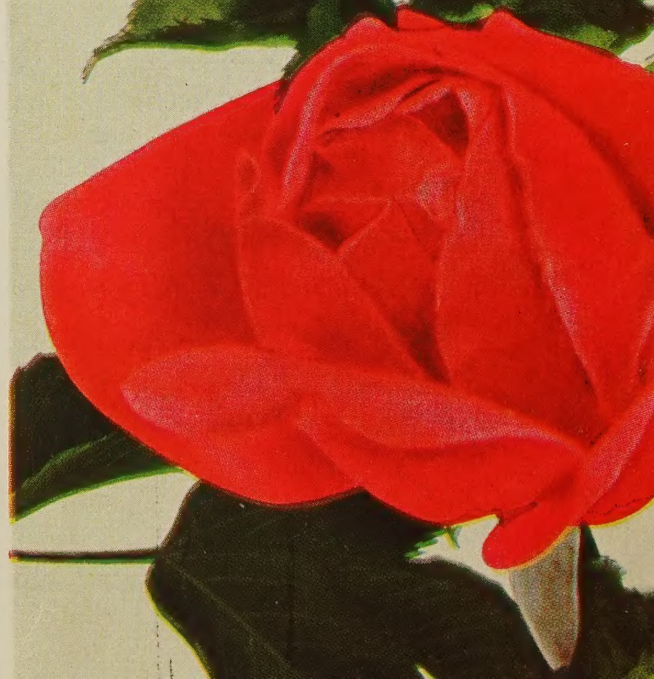
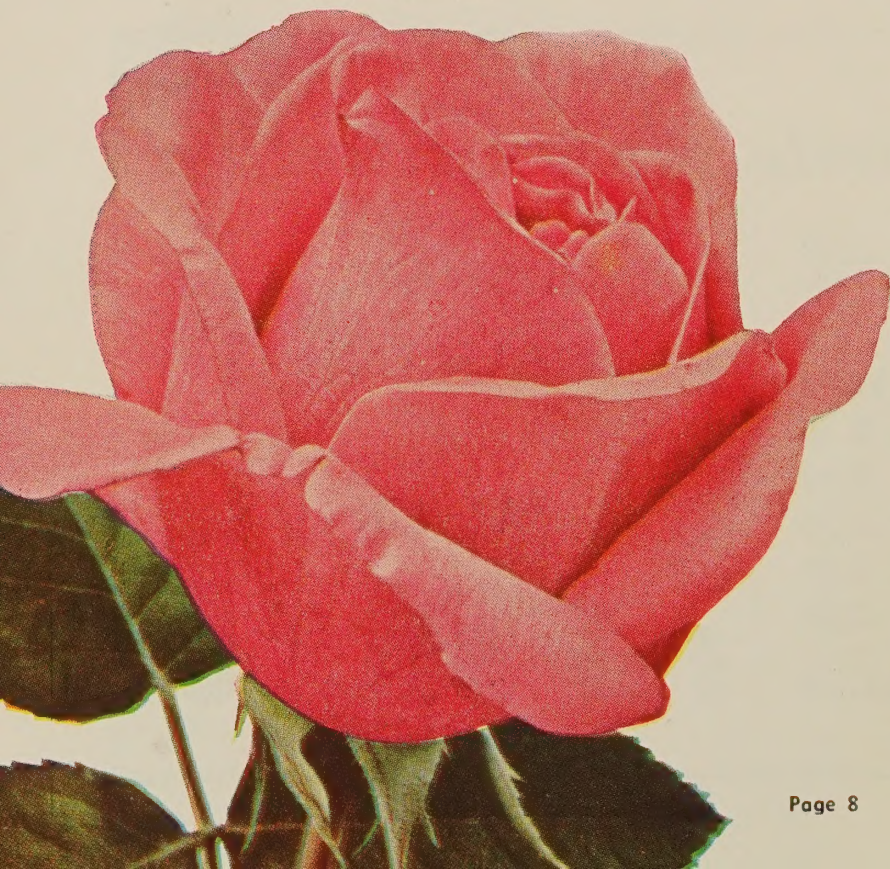
FRED HOWARD
\$2.50
Tree Rose \$5.00
Climber \$2.50



HENRY FORD—\$2.50



OLIVE PERCIVAL
\$2.00
Tree Rose \$5.00



ward Roses

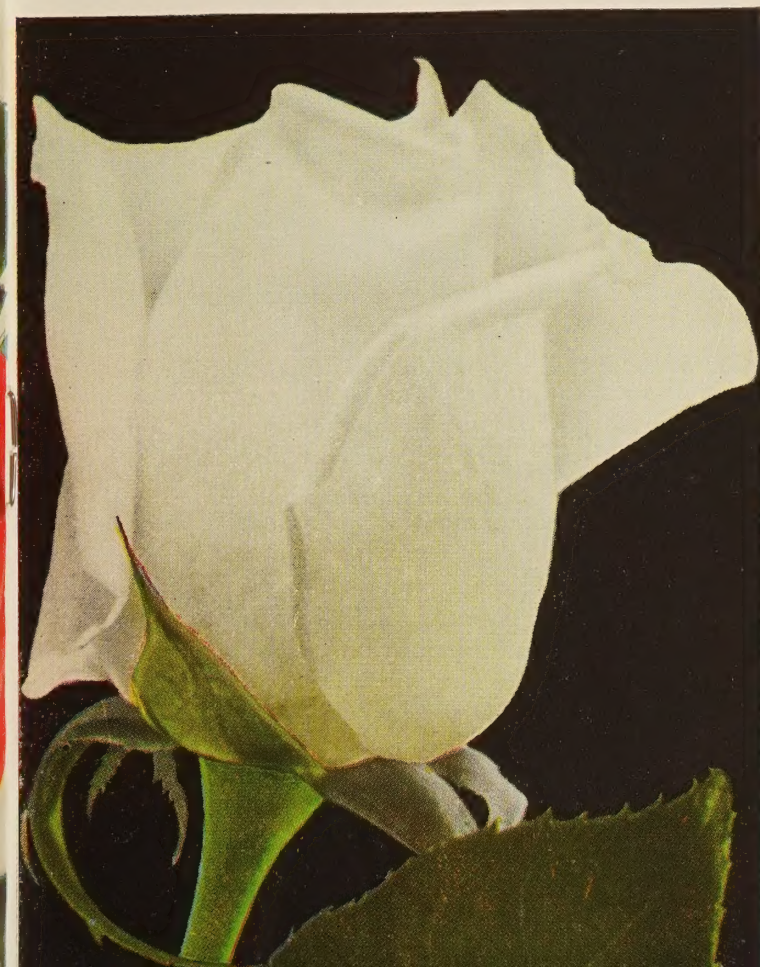


GOLDEN HOUR \$2.00
Tree Rose \$5.00

DAMON RUNYON (Patent Applied For)

An outstanding new red rose of great vigor, the heavy canes clothed with deep coppery green foliage. Long spiral buds of bright scarlet unfold to big 50-petaled roses of lustrous crimson and are richly fragrant. This is one of the most free flowering of all, and a wonderful rose for cutting. \$2.50

SLEIGH BELLS
Tree Rose \$5.00 Bush Rose \$2.00



DAMON RUNYON
\$2.50



HEDDA HOPPER — \$2.00



Plant Everblooming Climbing Roses for year 'round beauty, on fences, walls, pergolas.

Paul J. Howard's Climbing Roses

CL. BELLE OF PORTUGAL. The popular winter blooming climber, with beautiful long buds and broad-petalled roses of pale salmon pink. **\$1.50**

CL. BLAZE. Clusters of brilliant red roses, like those of Paul's Scarlet, but blooming all summer; dark leathery foliage. **\$1.50**

CL. CALIFORNIA. (Pat. No. 1136) Paul J. Howard's wonderful golden orange rose in climbing form, just as vigorous and even more free flowering than the famous bush rose; exceptionally fine in coastal areas. **\$2.50**

CL. CECILE BRUNNER. Masses of fragrant little double pink roses; very vigorous, with good foliage. **\$1.50**

CL. CHARLOTTE ARMSTRONG. (Pat. No. 523) One of America's top roses in climbing form, with the same vigor, the same lovely buds and roses of brilliant cerise red, as the bush rose. **\$3.00**

CL. CHRISTOPHER STONE. (Pat. No. 626) Showy scarlet-crimson roses freely produced on a vigorous plant. **\$1.75**

CL. DAINTY BESS. Graceful sprays of charming single pink roses all summer. **\$1.50**

CL. ETOILE DE HOLLANDE. Just as fine and just as popular as the bush rose; double rich deep red roses, one of the very best. **\$1.50**

CL. FLORADORA. (Pat. No. 1054) This brilliant Floribunda rose in climbing form should be popular wherever a showy, vigorous growing rose is wanted. Big open sprays of perfectly formed little buds and double blooms, light cinnebar red, are produced freely all spring and summer. **\$2.00**

CL. FORTY-NINER. (Pat. No. 1094) This showy multicolor rose in climbing form; fragrant double blooms are oriental red inside, chrome yellow outside; vigorous grower with fine foliage. **\$2.50**

CL. FRED HOWARD. (Pat. Applied For) A valuable addition to the list of yellow climbing roses; lovely golden yellow blooms on long stems; extremely vigorous and free flowering. **\$2.50**

CL. GOLDBLOCKS. (Pat. No. 1090) The lovely yellow Floribunda in climbing form, with clusters of double golden yellow blooms, described as "A Sheet of Gold." **\$2.50**

CL. GOLD RUSH. One of the very best yellow climbing roses, glossy foliage. **\$1.50**

CL. HEART'S DESIRE. (Pat. No. 663) Fragrant big deep red roses; vigorous plant. **\$1.75**

CL. HIGH NOON. (Pat. No. 704) AARS—1948. Bright yellow buds and semi-double roses, nearly thornless, on long stems. Exceptionally good where an easily controlled climber is desired, grows 8 to 10 ft. high. **\$2.50**

CL. LOS ANGELES. Popular pink, coral and gold. **\$1.50**

CL. LOWELL THOMAS. (Pat. Applied For) Lovely long buds and large graceful canary yellow roses with sweet fragrance; exceptionally vigorous as a climber. **\$2.75**

CL. MME. HENRI GUILLOT. Very showy fragrant roses of brilliant coral orange, rose and pink. **\$2.00**

CL. MRS. E. P. THOM. Fine everblooming golden yellow, hardy, vigorous. **\$1.50**

CL. MRS. PAUL J. HOWARD. (Pat. No. 450) Deep velvety red buds, fragrant double roses of unfading crimson. **\$1.75**

CL. PEACE. (Pat. No. 932) The huge double yellow roses, edged cerise, are produced even more freely on the climbing plant than on the popular bush. **\$2.50**

CL. PINKIE. (Pat. No. 1076) The charming Floribunda rose in climbing form, with clusters of pretty buds and 2-inch blooms, bright pink, almost covering the plant. **\$2.75**

CL. PRESIDENT HERBERT HOOVER. Brilliant long stemmed roses of rose, gold and red; vigorous, always in bloom. **\$1.50**

CL. ROSE MARIE. Popular rose pink, free flowering. **\$1.50**

California Flowerland CLIMBING ROSES—Continued

CL. SAN FERNANDO. (Pat. No. 1123) Large double brilliant red roses, non-fading; blooms freely. \$2.00

CL. SANTA ANITA. (Pat. No. 834) Beautifully formed buds and blooms, deep rose pink; nearly thornless, fine foliage. \$1.75

CL. SNOWBIRD. One of the loveliest white roses, clusters of large double fragrant white flowers; leathery foliage. \$1.75

CL. SUTTER'S GOLD. (Pat. No. 893) This grand deep yellow rose, with veining and shading of coppery red, is a valuable addition to the list of yellow climbing roses. Vigorous, free flowering, with beautiful glossy foliage. \$2.75

CL. SYMPHONIE. This fine new big rose, with delightful fragrance, should become one of the best pink climbers yet produced; vigorous, with handsome foliage. \$2.50

CL. TALISMAN. Still one of the best, with fragrant rose and gold buds and blooms. \$1.50

CL. TEXAS CENTENNIAL. (Pat. No. 565) Long stemmed brick red buds and roses, carmine to deep pink, of immense size and intense fragrance. Will cover large areas. \$1.75

USE CLIMBING ROSES on low fences and walls, too. By training the branches horizontally, you will be rewarded with hundreds of long stemmed blooms shooting upward all along the branches.

CL. TOM BRENEMAN. (Pat Applied For) The climbing form of this showy rose is even more vigorous and free flowering than the bush. Long coral rose buds, large deep rose blooms of intense fragrance; always in bloom. \$2.00

CL. VILLE DE PARIS. Long popular as one of the best yellow roses. \$1.50

PAUL J. HOWARD'S TREE ROSES

Paul J. Howard's Tree Roses have symmetrical, well branched crowns, budded on strong straight stems, 38 inches from the ground. Descriptions of varieties will be found in the list of Bush Roses.

Price: Bare-root Tree Roses, each \$5.00. Available until March 15.

All bare-root Tree Roses sent at purchaser's expense, charges collect. Please add 50c to each Tree Rose for packing. Tree Roses established in containers, staked, are \$5.50 each. Available after April, and for local delivery only.

PINK SHADES—

Henry Ford
Pink Rosette
The Doctor
Tiffany

YELLOW AND ORANGE—

California
Fred Howard
Golden Hour
Lowell Thomas
Peace

RED SHADES—

Charlotte Armstrong
Chrysler Imperial
Etoile de Hollande
Heart's Desire
Mirandy
Olive Percival

WHITE—

Sleigh Bells

VARI-COLORED—

Forty-Niner
President Hoover
Talisman

10% DISCOUNT ON ORDERS FOR 10 OR MORE TREE ROSES, ONE KIND OR ASSORTED VARIETIES.



JIMINY CRICKET—\$2.50

JIMINY CRICKET

1955 All-America Winner
(Patent Applied For)

The new All-American Floribunda rose,—a vigorous bushy plant that is covered until late fall with long sprays of bright buds and blooms. Buds are tangerine red, opening to coral orange blossoms that change to coral pink as they age. Flowers are fragrant, long lasting, charming and showy for cutting. Foliage is glossy bronze green, and the plant is one of the finest for backgrounds and hedges. \$2.50



CHARLIE McCARTHY

(Patent Applied For)

A lovely novelty, and one of the most charming little roses. The plants are dwarf and bushy, globular in shape and not more than 18 inches high, with sparkling shiny bright green foliage, and resemble neatly clipped boxwood. Miniature creamy white buds and pure white roses completely cover the plants from spring until fall. Plant Charlie McCarthy as a low hedge around your rose beds, or use it for massing, and in pots for patio decoration. \$2.00

See illustration inside front cover.

VOGUE
New Floribunda — \$2.00



GOLDILOCKS — Floribunda
\$1.50
Climber \$2.50



Floribunda Roses

LILIBET \$2.00



LILIBET AARS—1954. (Pat. No. 1209)

Exquisite in form and coloring; the perfectly formed little buds of dawn pink open to charming very double small roses of soft cream pink with darker shadings. Flower clusters of 3 to 10 blooms are produced in long sprays, on compact bushy plants, 2 to 3 ft. tall. Vigorous, healthy, blooms especially well in fall. \$2.00

SISTER KENNEY — Floribunda
\$2.00



CONNIE MACK
\$2.00

CONNIE MACK (Pat. No. 1062)

One of the gayest and most free flowering. Small, beautifully formed buds open to 25-petaled roses of brilliant crimson, with showy golden stamens, in big, long lasting sprays on practically thornless stems. Foliage is bright green, never affected by mildew. Vigorous hardy bush, thrives in all areas, blooms continuously. \$2.00

SISTER KENNY (Pat. No. 1146)

This fine new Howard Floribunda is outstanding for its brilliance of color, great vigor and free flowering habit. Flaming scarlet buds and semi-double roses with golden anthers are carried in ideal clusters well above the copper-green leaves, on long stems. Plants grow about 3 ft. tall and thrive in all areas. \$2.00

**ALL-AMERICA
COLLECTION**

Best performers in most wanted colors.

CHRYSLER IMPERIAL, red.....	\$2.50
HELEN TRAUBEL, pink.....	2.50
FRED HOWARD, yellow, with a dash of pink.....	2.50
	\$7.50

**All 3 All-Americans
for \$6.75**

Paul J. Howard's Floribunda Roses

CAROL AMLING—The "Pink Garnette" (Pat. No. 1126) The most exquisite of all small pink roses, with the same perfect form and lasting qualities. Flowers average 2 inches across, with 60 or more petals, sweetly fragrant, and are produced singly or in upright clusters. The color is deep rose pink shading to lighter pink at the edges. Bush is 4 to 5 ft. tall, exceptionally vigorous, with handsome deep green foliage, and blooms almost continuously until late fall. **\$1.75**

CARROUSEL. (Pat. No. 1066) One of the very best, producing great quantities of velvety dark red roses, singly or in sprays, on long stems, with excellent keeping qualities. Plants grow 4 to 5 ft. tall, exceptionally vigorous, with healthy foliage, thrive everywhere; splendid for hedges and background planting. **\$2.00**

CHARLIE McCARTHY. Price **\$2.00**. See picture and description on page 2 and page 12.

CHINA DOLL. (Pat. No. 678) For a low hedge, border or for massing, there is no more charming or satisfactory plant. Rounded bushes, 18 inches high, have glossy, mildew resistant foliage, are nearly thornless, and completely covered most of the year with clusters of small double bright pink roses. **\$2.00**

CONNIE MACK. Price **\$2.00** See page 13.

EMBERS. (Pat. No. 1178) Vivid crimson roses, the color of glowing embers, on a compact plant with dense green foliage, makes this an excellent hedge rose. Grows 3 to 4 ft. tall, always in bloom. **\$2.25**

FASHION. (Pat. No. 789) AARS—1950. Sprays of charming fragrant small tea roses, coral pink overlaid with gold. Pointed buds are oriental red. Bushy plants, 3 ft. tall, with good foliage, bloom continuously; excellent for massing. **\$2.00**

FLORADORA. Very double cup-shaped fragrant roses, bright cinnebar red, in clusters. Vigorous bushy plant grows 3 to 4 ft. tall, always in bloom; healthy leathery foliage. **\$1.50**

FROLIC. (Pat. No. 1179) Large sprays of bright pink double blooms of good size cover the plants for many months. Vigorous plants, 2 to 3 ft. high, with heavy foliage, fine for borders and massing. **\$2.25**

GARNETTE. This popular small red florists' rose is just as fine in the rose garden. Clusters of perfectly formed roses of intense deep red, on smooth stems, will last a week when cut. Bushy plant, 18 inches high, with dark leathery foliage, blooms freely for many months. **\$1.35**

GOLDILOCKS. (Pat. No. 672) The best yellow Floribunda, with buds and double roses of rich golden yellow, 3 inches across. Vigorous plant, 2½ ft. tall, blooms continuously. **\$1.50**

IMPROVED CECILE BRUNNER. (Pat. No. 851) A graceful rose of "Sweetheart" type, slightly larger than the old Cecile Brunner. Vigorous plants produce sprays of exquisite small pointed buds and double roses of soft peach to salmon pink; always in bloom. **\$1.50**

JIMINY CRICKET. **\$2.50** See page 12.

LILIBET. Price **\$2.00** See page 13.

MA PERKINS. (Pat. No. 1143) AARS—1953. Charming cup-shaped double roses of soft coral pink, suffused yellow and red in outer petals, sweetly fragrant. Vigorous plant, 2 to 3 ft. tall, with dark green disease resistant foliage, thrives in all areas. **\$2.00**

MARGO KOSTER. An old favorite, with large clusters of small double orange-red roses. Dwarf hardy plant. **\$1.35**

PINKIE. (Pat. No. 712) AARS—1948. Pretty little buds and semi-double open roses of bright rose pink, in big clusters, cover the low growing bushes from early spring until late fall. **\$1.75**

PINK ROSETTE. (Pat. No. 902) Beautifully formed, symmetrical double little roses of bright pink, in open sprays; vigorous plants, 3 ft. tall with heavy foliage. **\$1.75**

RED PINOCCHIO. (Pat. No. 812) Large clusters of deep velvety red double roses; plant grows 3 ft. tall. **\$1.50**

ROSENELFE. Miniature pink buds and beautifully formed roses, two inches across, are produced in big open sprays, long lasting when cut. Vigorous hardy plant, 3 ft. tall, thrives everywhere. **\$1.50**

SISTER KENNY. (See page 13.) Price **\$2.00**

SUMMER SNOW. (Pat. No. 416) Clusters of pure white small double roses completely cover the bushy dwarf plants, 12 to 18 inches tall, for a long season. Foliage is light green. Charming for borders and mass planting. **\$1.50**

THE FAIRY. A charming dwarf rose of low growth and spreading habit that makes it ideal for use as ground cover on banks or other large areas, or as a border. Plants are very hardy, disease resistant, and produce masses of delicate light pink roses in clusters all season. **\$1.50**

VOGUE. (Pat. No. 926) AARS—1952. A unique Floribunda, with flowers of Hybrid Tea type borne in clusters; the dark red buds open to high centered double rose blooms flushed with salmon, with spicy fragrance. Plants are bushy, 2½ to 3 ft. high, with dark green foliage, thrive everywhere; fine for cutting. **\$2.00**

SPECIAL DISCOUNT ON FLORIBUNDA ROSES

Buy 25 or more of any ONE Floribunda—deduct 20%. For instance, if you want to plant a bed or border of 25 or more Charlie McCarthy (and who wouldn't?) they will cost you just \$1.60 each, instead of \$2.00. You'll want to plant more Floribundas for a mass display from spring to fall.

PAUL J. HOWARD'S 1955 COLLECTION

Two Floribundas, one Hybrid Tea, and one Grandiflora—each outstanding, brand new this year. All four will find a special place in your garden.

CHARLIE McCARTHY—White Floribunda.....	\$2.00
JIMINY CRICKET—Coral red Floribunda.....	2.50
QUEEN ELIZABETH—Pink Grandiflora.....	3.00
TIFFANY—Deep pink Hybrid Tea.....	3.00

\$10.50

ALL FOUR ROSES for \$8.95

Form R55

Order Number

11700 NATIONAL BLVD., LOS ANGELES 64, CALIF.

TELEPHONES: Los Angeles—Texas 0-2951

West Los Angeles—ARizona 3-1171 - Santa Monica—EXbrook 7-2118

Date _____, 195_____

SOLD TO

P. O. ADDRESS

CITY

ZONE

STATE

Please Write or Print Plainly

Ship by

Note: Above not to be filled in by customer.

SHIP TO

ADDRESS

Please Fill in if Shipping Address is Different from Mail Address

If Variety Ordered is Out of Stock, may we Substitute Similar Type and Color of equal value?.....

DISCOUNT ON QUANTITY ORDERS

Orders for 3 or more of one variety, or 10 or more assorted varieties, deduct 10%. FREE DELIVERY of Rose orders for \$5.00 or more, in metropolitan area of Los Angeles. All others, please add 50c to each order, to cover packing costs. We prepay postage. California orders, please add 3% sales tax. Los Angeles orders, add 4% sales tax.

Check Addition Carefully

ALL PRICES IN THIS CATALOG SUBJECT TO CHANGE WITHOUT NOTICE

DETACH ORDER BLANK ON THIS PERFORATED LINE

Paul J. Howard's DECIDUOUS FRUIT TREES

Especially developed and selected for fine quality and flavor, and for their adaptability to Southland conditions.

APPLE—Pettingill, large juicy red apple, fine for eating and cooking. \$3.00

→ Beverly Hills, large juicy tangy red and yellow. \$2.00

→ Red Delicious and Transcendant Crab. \$2.00

APRICOT—Reeves, early, large round delicious fruits. \$2.75.

→ Moorpark, July; and Royal, June. \$2.00

CHERRY—Bing and English Morello. \$2.00

BUSH CHERRY—Handsome deciduous shrubs with lovely white blossoms in spring and delicious big cherries in July. Vigorous, hardy, easily grown, bear regularly.

→ Korean Bush Cherry No. 20 Grows 5 to 6 ft. high. Fruit has fine tart flavor. For heaviest crops, plant with No. 60.

→ Korean Bush Cherry No. 60 Grows 3 to 4 ft. tall, bears large deep maroon to black cherries, sweet and rich.

PRICE: Each \$3.75

FIG—Black Mission, Brown Turkey, Adriatic (white) and Kadota (white). \$2.00

NECTARINE—Panamint. Very large handsome round fruits, deep red, with sweet juicy orange flesh. Best for coastal areas. July. \$3.00

→ Pioneer, large sweet maroon fruits, orange flesh. \$3.00

→ Silver Lode, early red, sweet flesh. \$3.00

PEACHES

→ Altair—Flowering Fruiting, with double pink flowers, fine white fleshed juicy peaches, pink skinned, in August. Heavy bearer. \$2.75

→ Bobolink—Fine flavored yellow, good everywhere, July.

→ Robin—Juicy white flesh, red skin. May-June. Each \$2.75

→ Flamingo—delicious yellow, August; Meadow Lark yellow flesh, June. Each \$2.50

→ Early Elberta—Fine quality yellow, early; Indian Blood, freestone; luscious sweet deep red flesh, large fruit with fuzzy skin—Miller's Late—Sweet, fine quality, Oct. Nov. → Rio Oso Gem—immense fruits, yellow, fine flavor, Aug. Each \$2.00

→ Springtime—New, earliest of all, ripens in May. Sweet juicy flesh, medium size fruits with bright red skin. \$3.50

PEAR—Gorham, best for warm areas, fine quality, like Bartlett, Sept. Winter Bartlett, Nov. Each \$2.00

PERSIMMON—Fuyu and Hachiya. \$3.75

POMEGRANATE—Wonderful. \$2.00

PLUM—Hollywood, purple red foliage, pink blooms, sweet blood red plums in June. \$2.00

→ Howard Miracle. Luscious sweet orange flesh. Bears best when planted with a pollinizer. \$2.50

→ Mariposa, Santa Rosa, Satsuma. Each \$2.00

PRUNE—French and Sugar. Each \$2.00

ALMOND—Ne Plus Ultra, Nonpareil, and Texas Prolific. Each \$2.00

Paul J. Howard's DWARF FRUIT TREES

For small gardens where space is limited, and for ornamental plantings, these Dwarf Trees are ideal, and will bear big crops of luscious fruits just as fine as those of regular size.

APPLE—Dwarf Beverly Hills, Delicious, Pettingill, Yellow Delicious, Valmore, Transcendant Crab. Each \$3.75

→ PEACH—Dwarf Flory, double red blossoms, sweet white fleshed freestone peaches. Grows to about 6 ft. high, so that 3 or 4 trees can be planted in the space required by one large tree. Each \$3.75

→ PEAR—Dwarf Gorham and Dwarf Max (Red Bartlett) Each \$3.75

FLOWERING FRUIT TREES

FLOWERING PEACH—Aurora — early pink; Helen Borchers, late pink; Double Red, Double White, Double Variegated, red and white striped. Each \$2.50

FLOWERING PLUM—Hollywood. Purple red foliage, pink blooms, sweet blood red plums in June. \$2.00
→ Vesuvius Deep purple foliage, pink flowers. \$2.00

GRAPES

→ Cardinal—Sweet red, Muscat flavor, early; bush type.

→ Delight—Large white seedless, Muscat flavor, finest quality; bush.

→ Golden Muscat—Golden green grapes, delicious flavor; bush or trellis; thrives everywhere.

→ Concord, Muscat, Red Malaga, Ribier, Rose of Peru, Thompson Seedless.

Price: Jumbo Plants, each 50c, 10 for \$4.50

BERRY PLANTS

→ Bonanza—Best and earliest red raspberry. Each 60c, 10 for \$5.00

→ Magna Berry—Huge purplish black berries of finest quality, flavor of blackberry and raspberry. June. Each 60c, 10 for \$5.00

→ Blackberry—Ollalie. Big crops of large sweet berries; vigorous heat resistant plants, do not produce long runners. Each 40c, 10 for \$3.50

→ Boysenberry, Youngberry, Cumberland Black Cap Raspberry. 3 for \$1.00, 10 for \$2.50

STRAWBERRY—Rockhill — Everbearing, runnerless. 10 for \$2.50, 25 for \$5.00, 100 for \$15.00

→ Donner—Early fine flavor, large bright red, one of the best for Southland gardens. 25 for \$2.00, 100 for \$6.25

→ Klondyke—Vigorous, heavy bearer, bright red fruits. 25 for \$1.50, 100 for \$4.00

RHUBARB—Strawberry. Each 60c, 10 for \$5.00

ASPARAGUS—New Paradise, 25 for \$1.75, 100 for \$5.00

ARTICHOKE—Green Globe Each 60c, 10 for \$5.00

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND
11700 National Blvd., Los Angeles 64, California

TELEPHONES:

TEXAS 02951

•

ARIZONA 31171

•

EXbrook 72118

Tiffany

TIFFANY has won the coveted Hybrid Tea All-America Rose Selection Award for 1955, by a very near perfect score.

Beautiful from bud through full bloom.



PAUL J. HOWARD'S CALIFORNIA FLOWERLAND
11700 National Blvd., Los Angeles 64, California

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND
11700 National Blvd., Los Angeles 64, California

RETURN POSTAGE GUARANTEED

Library
U. S. Dept. of Agriculture
Washington 25, D. C.

Sec. 34.66, P. L. & R
U. S. POSTAGE
PAID
Los Angeles, Calif.
PERMIT No. 12531